AIA
Maryland
MEDIA KIT

REACH AIA MARYLAND MEMBERS THAT SPEND $312 MILLION A YEAR ON PRODUCTS & SERVICES.

FOR MORE INFORMATION, PLEASE CONTACT:

Media Director
Maria Antonation
(204) 975-0330
mantonation@naylor.com
AIA MARYLAND QUICKFACTS

Our members include some of the largest architectural firms in state, including Ayers Saint Gross, Grimm + Parker Architects, Hord Coplan Macht Inc., and Torti Gallas and Partners, Inc.

- Our members spend more than $312 million a year on products and services. **
- Architectural firms in the state are responsible for more than $18 billion a year in local construction spending. **
- 4 out of 5 AIA Maryland members recommend, specify or approve the purchase of products and services for their company. **

AIA MARYLAND MEMBERS AT A GLANCE

AIA Maryland members represent more than 1,500 key stakeholders throughout Maryland. Our projects contribute directly to the $18 billion a year spent on construction in Maryland.

- Architects
- Architectural Drafters
- Design Consultants
- Engineers
- Graphic Designers
- Interior Designers

SHOWCASE YOUR BRAND TO SOME OF MARYLAND'S LARGEST FIRMS. PARTICIPATE TODAY!

*IBISWORLD Industry Report 54131

**2017 Marketing Questionaire
Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

| AIA Maryland members receive a 5% discount off of posted rates |

| Position Guarantee: 15% Premium |

Revisions and Proofs: $50

### Full Color Rates

| Full Page | $1,939.50 |
| Outside Back Cover | $2,469.50 |
| Inside Front or Inside Back Cover | $2,259.50 |
| 1/2 Page | $1,439.50 |
| 1/3 Page | $849.50 |
| 1/4 Page | $739.50 |
| 1/6 Page | $589.50 |
| 1/8 Page | $439.50 |

### Black and White Rates

| Full Page | $1,139.50 |
| 2/3 Page | $989.50 |
| 1/2 Page Island | $839.50 |
| 1/2 Page | $739.50 |
| 1/3 Page | $579.50 |
| 1/4 Page | $429.50 |
| 1/6 Page | $339.50 |
| 1/8 Page | $269.50 |

### Digital Edition Branding Opportunities

| Sponsorship | $670 |
| Skyscraper | $775 |
| Toolbar | $440 |
| Ad Jolt Upgrade | $200 |

### Direct Mail Rates (print only)

| 1 Page (2 surfaces) | $1,179.50 |
| 2 Page (4 surfaces) | $1,299.50 |

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Print Advertising Specifications

Directory Trim Size: 8.375” x 10.875”

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417” x 9.5”
Full-Page Live Area: 7” x 9.5”

Specs for Outsert/Inserts

Directory/Magazine
1 Pg / 1 Surface 8.375” x 10.875”
1 Pg / 2 Surface 8.375” x 10.875”
2 Pg / 4 Surface 8.375” x 10.875”
Postcards 6” x 4.25”
Heavy Card Stock Insert 8.25” x 10.75”
Postal flysheets 8.5” x 11”

Architectural Firm Profile logo and photo specs are 2.333” x 2.333”

Artwork Requirements
All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload
Go to the Naylor website at www.naylor.com

Proofs and Revisions
Naylor charges a $50 artwork surcharge for artwork creation or changes. The $50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition - For more information, visit: www.naylor.com/onlinespecs
Digital Edition

In addition to print, the Maryland AIA Membership Directory & Resource Guide is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers’ websites.

Readers can:
- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the directory online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:
- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions

Digital Edition Sponsorship Max | $670
Your message will be prominently displayed directly across from the cover of the directory. Video capabilities not available for Sponsorship Max.

Digital Toolbar | $440
Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper | $775
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad "Jolt" Upgrade | $200
Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

For the latest online specs, please visit:
www.naylor.com/onlinespecs

Ad Link | Included in display ad rates
Ad Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address. Additional fees apply where noted.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

Select from the following options:

☐ Digital Edition Skyscraper $775
☐ Digital Edition Sponsorship $670
☐ Digital Edition Toolbar $440
☐ Ad "Jolt" Upgrade $200

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name:_________________________________________________________________________________________________________________________________________________

Primary Contact:__________________________________________ Position:_______________________________________________________

Address: __________________________________________________________________________________________________________________________________________________________

City: ____________________________________________ State/Province:__________ Zip/Postal Code:_________________________

Phone:________________________________________________ Fax:_______________________________________________________________

Email:__________________________________________ Website:___________________________________________________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X_________________________ Date:___________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-00018)

Please sign and return to:

Media Director
Maria Antonation
(204) 975-0330
mantonation@naylor.com
Firm Profiles

Located in the first half of the *Maryland AIA Membership Directory & Resource Guide* this special section is designed to showcase your architecture firm to AIA Maryland members including architects, architectural photographers, construction managers, contractors, design consultants, engineers, facility planners, graphic designers, interior designers, intern architects, landscape architects, public officials, university & college leaders and urban planners & designers. Don't miss out on your chance to highlight your company work, personnel, information and services in this years directory! Return this signed form to your sales representative today and take advantage of this unique opportunity.

☐ Firm profile: $599.50

Includes:
- Full-color logo
- 150-word company profile
- 3 photos/images

Please complete your firm profile on the attached page.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: ____________________________________________________________

Primary Contact: ____________________________ Position: _________________________

Address: __________________________________________________________________

City: ____________________________ State/Province: __________ Zip/Postal Code: ______

Phone: ____________________________ Fax: ________________________________

Email: ______________________________ Website: ____________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: ____________________________ Date: ___________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-00018)

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Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the Maryland AIA Membership Directory & Resource Guide is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.

DIGITIZE YOUR AD! In addition to the printed version, the Maryland AIA Membership Directory & Resource Guide is digitally reproduced and is emailed to members and archived. We can attach your direct-mail piece to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece in high-resolution PDF format. If you would like to animate your ad, additional charges apply.

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print Distribution Only</th>
<th>Digital Distribution Only</th>
<th>Print &amp; Digital Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page (2 surfaces)</td>
<td>$1,179.50</td>
<td>$200</td>
<td>$1,379.50</td>
</tr>
<tr>
<td>2 Pages (4 surfaces)**</td>
<td>$1,299.50</td>
<td>$200</td>
<td>$1,499.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,179.50</td>
<td>$200</td>
<td>$1,379.50</td>
</tr>
</tbody>
</table>

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 Pages (6 surfaces) or more available; quotes supplied upon request.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: __________________________________________________________

Primary Contact: ___________________________________ Position: ____________________________

Address: __________________________________________________________________

City: __________________________ State/Province: ______________ Zip/Postal Code: _______________________

Phone: ___________________________ Fax: __________________________

Email: ___________________________________ Website: __________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ___________________________ Date: ___________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AMD-D0018)

Please sign and return to:

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Products and Services Marketplace

Attract attention by prominently displaying your ad in the Products and Services Marketplace. Our members can reference this special section when searching for the most qualified suppliers. Secure your space today by completing this form and returning it to Naylor account executive.

Please select from the following options:

- [ ] Full-page, full-color: $1,409.50
- [ ] 1/2-page, horizontal, full-color: $799.50
- [ ] 1/4-page, vertical, full-color: $439.50
- [ ] 1/8-page, horizontal, full-color: $239.50

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract.  (AMD-D0018)

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**Index of Advertisers Categories**

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. *If your product or service is not listed below, a new category can be created for you.*

<table>
<thead>
<tr>
<th>Category</th>
<th>Category</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances</td>
<td>Drawings/Renderings/Models</td>
<td>Lighting</td>
</tr>
<tr>
<td>Architect</td>
<td>Educational Facilities</td>
<td>Marketing/Public Relations</td>
</tr>
<tr>
<td>Architectural Bar/Grilles</td>
<td>Electrical Engineers</td>
<td>Mechanical Engineers</td>
</tr>
<tr>
<td>Architectural Graphics</td>
<td>Elevators</td>
<td>Metalwork</td>
</tr>
<tr>
<td>Architectural Hardware</td>
<td>Energy Management</td>
<td>Outdoor Furniture &amp; Accessories</td>
</tr>
<tr>
<td>Architectural Rendering, Animations &amp; Scale Models</td>
<td>Engineering</td>
<td>Paint/Wallpaper</td>
</tr>
<tr>
<td>Assembly Contractors</td>
<td>Expert Witness/Testimony</td>
<td>Personnel/Employment Agency</td>
</tr>
<tr>
<td>Associations</td>
<td>Facilities Management</td>
<td>Planning</td>
</tr>
<tr>
<td>Attorneys</td>
<td>Failures/Structural Inspection</td>
<td>Plumbing</td>
</tr>
<tr>
<td>Audio/Visual/Acoustical</td>
<td>Financial Services</td>
<td>Printing</td>
</tr>
<tr>
<td>Bollards</td>
<td>Fireplaces &amp; Stoves</td>
<td>Professional</td>
</tr>
<tr>
<td>CAD/BIM</td>
<td>Food Service/Restaurant</td>
<td>Project Management</td>
</tr>
<tr>
<td>Ceilings</td>
<td>Furniture</td>
<td>Project Managers</td>
</tr>
<tr>
<td>Claims Dispute Resolution</td>
<td>Galvanizer/Galvanizing Services</td>
<td>Photography</td>
</tr>
<tr>
<td>Code/Expeditor</td>
<td>Gates/Perimeter Security</td>
<td>Real Estate</td>
</tr>
<tr>
<td>Computer Hardware</td>
<td>General Building Products</td>
<td>Renovations</td>
</tr>
<tr>
<td>Computer Software</td>
<td>General Contractors</td>
<td>Solar Design</td>
</tr>
<tr>
<td>Construction Services</td>
<td>Glass</td>
<td>Specifications</td>
</tr>
<tr>
<td>Consulting &amp; Design Services</td>
<td>Glass Film</td>
<td>Sports/Athletic Facilities</td>
</tr>
<tr>
<td>Consulting Engineers</td>
<td>Graphic Design</td>
<td>Structural Engineering</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>Hardware</td>
<td>Sustainable Design</td>
</tr>
<tr>
<td>Contractor (General)/Construction Manager</td>
<td>Insurance</td>
<td>Technology Consulting</td>
</tr>
<tr>
<td>Control Systems</td>
<td>Interiors</td>
<td>Tile/Stone/Flooring</td>
</tr>
<tr>
<td>Cork Flooring</td>
<td>Kitchen/Bath</td>
<td>Utilities</td>
</tr>
<tr>
<td>Curtain Wall &amp; Building Enclosure Systems</td>
<td>Landscape</td>
<td>Walls</td>
</tr>
<tr>
<td>Custom Home Builder</td>
<td>Landscape Architects</td>
<td>Window Balances &amp; Repair</td>
</tr>
<tr>
<td>Design/Build</td>
<td>Law Firms</td>
<td>Windows/Doors</td>
</tr>
<tr>
<td>Desk Space For Rent</td>
<td>Lawyer</td>
<td>Woodworking</td>
</tr>
<tr>
<td></td>
<td>Legal Services</td>
<td>Zoning</td>
</tr>
</tbody>
</table>

*One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.*

__________ Additional Categories X $20 = $

Initial: __________ Date: ______________
About the Newsletter

Now more than ever, professionals consume information on the go. Our *Maryland Architect* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted Newsletter:

- Delivers your message directly to the inbox of more than 3,000 recipients on a monthly basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Newsletter Branding Opportunities

To be included in the Maryland Architect, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

1st Row of Rectangles (180 x 150 pixels)

- 12 Months | $2,615
- 6 Months | $1,440
- 3 Months | $790

2nd Row of Rectangles (180 x 150 pixels)

- 12 Months | $2,400
- 6 Months | $1,315
- 3 Months | $725

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

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Advertiser Information:

Company Name: _______________________________________________________________________________________________________

Primary Contact: _________________________________________ Position:______________________________________________________

Address: _____________________________________________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: _____________________________________________________ Fax:______________________________________________________

Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Please sign and return to:

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